

WHAT IS CLAIMED IS:

1. An absorbent article defining a longitudinal direction and a lateral direction, an interior article surface and an exterior article surface opposite said interior article surface, said article comprising:
 - an outercover defining an interior outercover surface, and an exterior outercover surface opposite said interior outercover surface;
 - an absorbent body disposed on said interior outercover surface; and
 - at least one interior graphic disposed on said interior article surface, wherein said at least one interior graphic is an active graphic.
2. The article of claim 1 wherein said active interior graphic is a fading graphic.
3. The article of claim 1 wherein said active interior graphic is an appearing graphic.
4. The article of claim 1 further comprising a bodyside liner placed in superposed relationship with said interior outercover surface, wherein said absorbent body is sandwiched between said outercover and said bodyside liner, and wherein said interior article surface is provided at least in part by said bodyside liner.
5. The article of claim 4 wherein said bodyside liner defines an interior liner surface and an exterior liner surface opposite said interior liner surface, and wherein said interior graphic is applied on said exterior liner surface.
6. The article of claim 4 further comprising an interior graphic layer sandwiched between said absorbent body and said bodyside liner, and wherein said interior graphic is applied on said graphic layer.
7. The article of claim 6 wherein said interior graphic layer is a surge layer.
8. The article of claim 1 further defining a front waist edge, a back waist edge, and an article length in said longitudinal direction, wherein said interior graphic is spaced from said front waist edge in said longitudinal direction by between 25 % and 50 % of said article length.

9. The article of claim 1 further defining a front waist edge, a back waist edge, and an article length in said longitudinal direction, wherein said interior graphic is spaced from said front waist edge in said longitudinal direction by between 35 % and 60 % of said article length.
10. The article of claim 1 wherein said at least one interior graphic defines a total interior graphic area and wherein said total interior graphic area is at least 25 square cm.
11. The article of claim 1 wherein said at least one interior graphic defines a total graphic area and wherein said total interior graphic area is at least 45 square cm.
12. The article of claim 1 further comprising a plurality of interior graphics.
13. The article of claim 12 wherein said plurality of interior graphics defines a total interior graphic area and wherein said total graphic area is at least 25 square cm.
14. The article of claim 1 further comprising at least one exterior graphic disposed on said exterior article surface.
15. The article of claim 14 wherein said at least one exterior graphic comprises a plurality of exterior graphics, and wherein at least one of said plurality of exterior graphics is an active graphic.
16. The article of claim 15 wherein said active exterior graphic is a fading graphic.
17. The article of claim 14 wherein said at least one exterior graphic defines an exterior graphic theme, and wherein said interior graphic is related to said exterior graphic theme.

18. An absorbent article defining a longitudinal direction and a lateral direction, an interior article surface and an exterior article surface opposite said interior article surface, said article comprising:

an outercover;

a bodyside liner placed in superposed relationship with said outercover;

an absorbent body sandwiched between said outercover and said bodyside liner, said outercover disposed toward said exterior article surface and said bodyside liner disposed toward said interior article surface; and

at least one interior graphic disposed on said interior article surface, wherein said at least one interior graphic is a fading graphic.

19. An absorbent article defining a longitudinal direction and a lateral direction, an interior article surface and an exterior article surface opposite said interior article surface, a first waist region, a second waist region, and a crotch region connecting the first and second waist regions, said article comprising:

side panels extending from and connecting said first and second waist regions in a pant configuration to form a waist opening and a pair of leg openings;

an outercover defining an interior outercover surface, and an exterior outercover surface opposite said interior outercover surface;

an absorbent body disposed on said interior outercover surface; and

at least one interior graphic disposed on said interior article surface, wherein said at least one interior graphic is an active graphic.

20. The article of claim 19 wherein said active interior graphic is a fading graphic.

21. The article of claim 19 comprising a bodyside liner placed in superposed relationship with said interior outercover surface, wherein said absorbent body is sandwiched between said outercover and said bodyside liner, and wherein said interior article surface is provided at least in part by said bodyside liner.

22. The article of claim 21 wherein said bodyside liner defines an interior liner surface and an exterior liner surface, and wherein said interior graphic is applied on said exterior liner surface.

23. The article of claim 21 further comprising an interior graphic layer sandwiched between said absorbent body and said bodyside liner, and wherein said interior graphic is applied on said graphic layer.

24. An article defining an interior article surface and an exterior article surface opposite said interior article surface, said article comprising:

an outercover defining an interior outercover surface, and an exterior outercover surface opposite said interior outercover surface; and

at least one interior graphic disposed on said interior article surface, wherein said at least one interior graphic is an active graphic.